



MAGNA-CHART SYSTEMS

MAGNETIC VISUAL COMMUNICATIONS

CHARTS

MAGNETICALLY ATTRACTIVE PAINT

DISPLAYS

MAGNETIC CONTROL BOARDS

**PERMANENT
MAGNETS**

LETTERS AND NUMBERS

MAGNA-CHART BOARD KITS

VISUAL AIDS



**MAGNA-CHART SYSTEMS DIVISION
MAGNA VISUAL INC.
1200 NO. ROCK HILL ROAD ST. LOUIS, MISSOURI, 63124**

MAGNA VISUAL

MAGNETICALLY ATTRACTIVE COMPOUND

MAKES A MAGNETIC DISPLAY BOARD
OUT OF ANY SMOOTH SURFACE

MAGNETIC CONTROL BOARDS BY THE GALLON



Magnetic display area made by applying L-50 compound directly to the wall surface.

MAKE YOUR OWN MAGNETIC CHART BOARDS

Turn dead wall space into a hard-working magnetic display with Magna Visual L-50 Compound. This unique coating contains a ferrous material that provides permanent attraction to magnets. It is like painting with liquid steel.

Spray or brush L-50 onto any type of smooth surface to make a magnetic chartboard. When dry, L-50 can be covered with ordinary paint, or thin lamination. Makes an ideal mounting surface for magnetic control maps. Entire walls can be made into magnetic chart boards for less than 25¢ per square foot. A coat of our T-10 Black or T-15 Green adds a chalkwriting surface to boards coated with L-50. Use a soft chalk such as Binney & Smith's Atlantic, or equal.

Use Magna-Chart plastic magnetic aids to complete your chart or display. Heavy Alnico magnets are not recommended for use on L-50 boards. Put a new life into your meetings and classroom — all you need is Magna Visual Compound, magnetic aids, and your imagination.

PRICE LIST :

Price list: L-50 MAGNA VISUAL COMPOUND \$13.00 gal. \$4.50 qt.

T-10 Black Chalkboard Topcoat Paint \$4.00 per qt.

T-15 Green Chalkboard Topcoat Paint \$4.00 per qt.

SPECIFICATIONS

MAGNA VISUAL L-50 COMPOUND — Gray

Two-component paint with water base system
No solvents needed. Shelf-life, unmixed, indefinite.

Application: Spray, brush, or roller. Use right from can, after mixing. Stir often when painting.

Coverage: One coat covers 200-250 sq. ft. 4 coats minimum needed for magnetic attraction.

Drying time: ½ hour between coats.
Use of plastic magnets recommended.

CHALKBOARD TOPCOAT PAINTS T-10 Black and T-15 Green

One component oil-base paint.

Application: Spray, brush, or roller. Use from can after stirring.

Coverage: One quart covers 60 to 80 sq. ft.
One coat needed over lightly sanded L-50 surface.

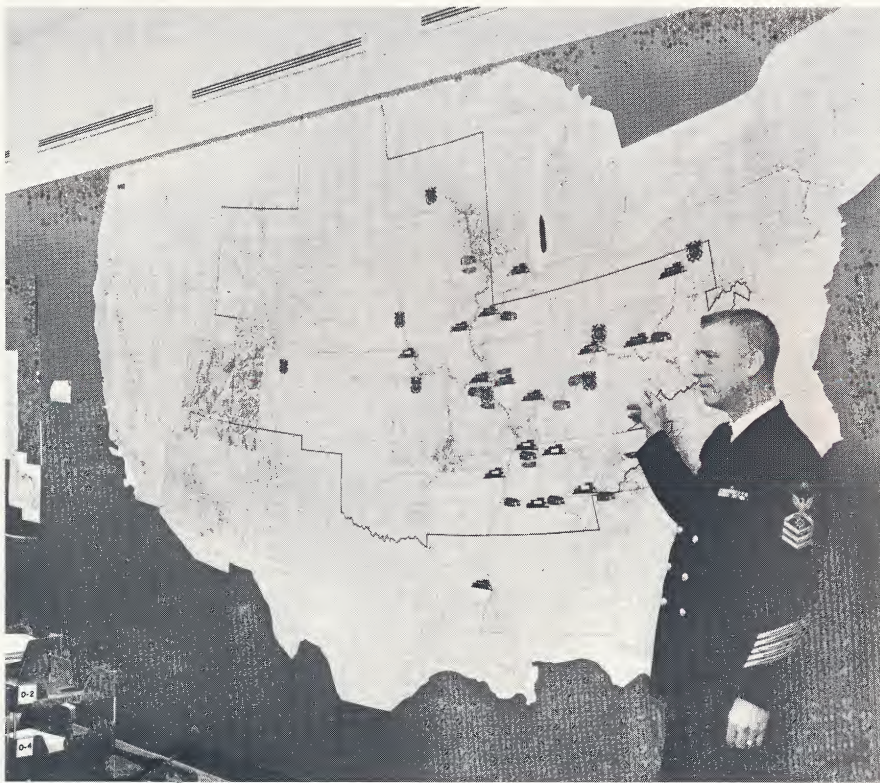
Drying time: 24 hours before using.

MAGNETIC CONTROL MAPS

Search and Rescue Center of the Coast Guard office in St. Louis, Missouri mounted map on wall coated with Magna Visual Compound. Map is used to plot all rescue vessels, ice gorges, and station operations over a 22 state area. Gives up-to-the-minute, smudge-free visual control. The complete magnetic system is 10 ft. by 32 ft. Magnet symbols hold right thru the 9 ft. by 12 ft. map.

Many government agencies use magnetic control maps mounted on walls or boards coated with Magna Visual.

Sales territories, truck and travel routes, equipment locations, weather, and many other variables are controlled with similar Magna-Chart systems.

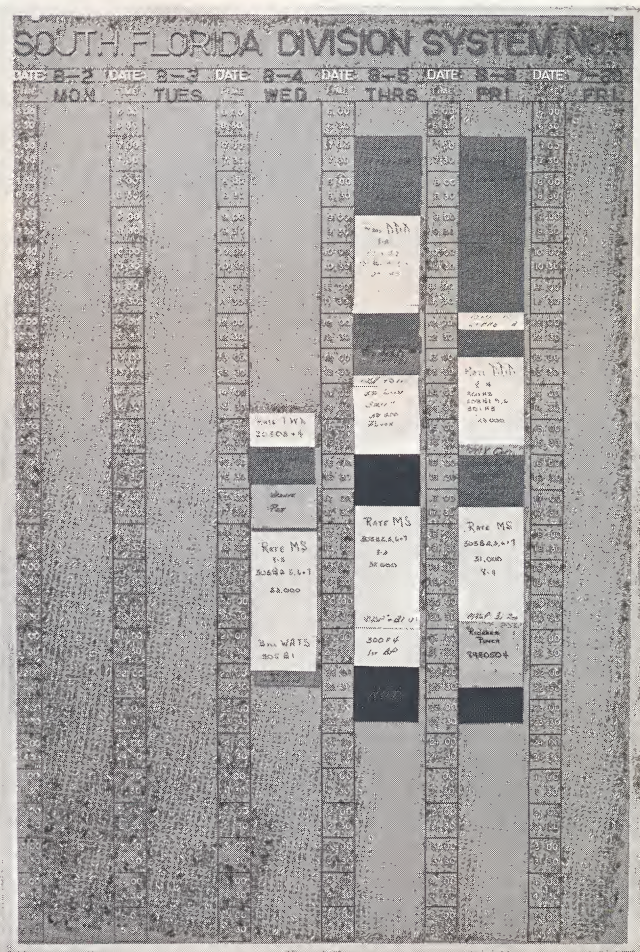


SCHEDULE COMPUTER TIME ON A MAGNA-CHART BOARD

Magna-Board shown is lined for 24-hour six day scheduling of computer at a Southern utility. They cut plastic posting cards to size according to the length of the specific job. Various colors signify different offices. Grease pencil or marking pens are used to print job number, etc. on the wipe-clean time cards. Magna Tape strips on the back of the plastic cards hold them to the board. All components are stock items.

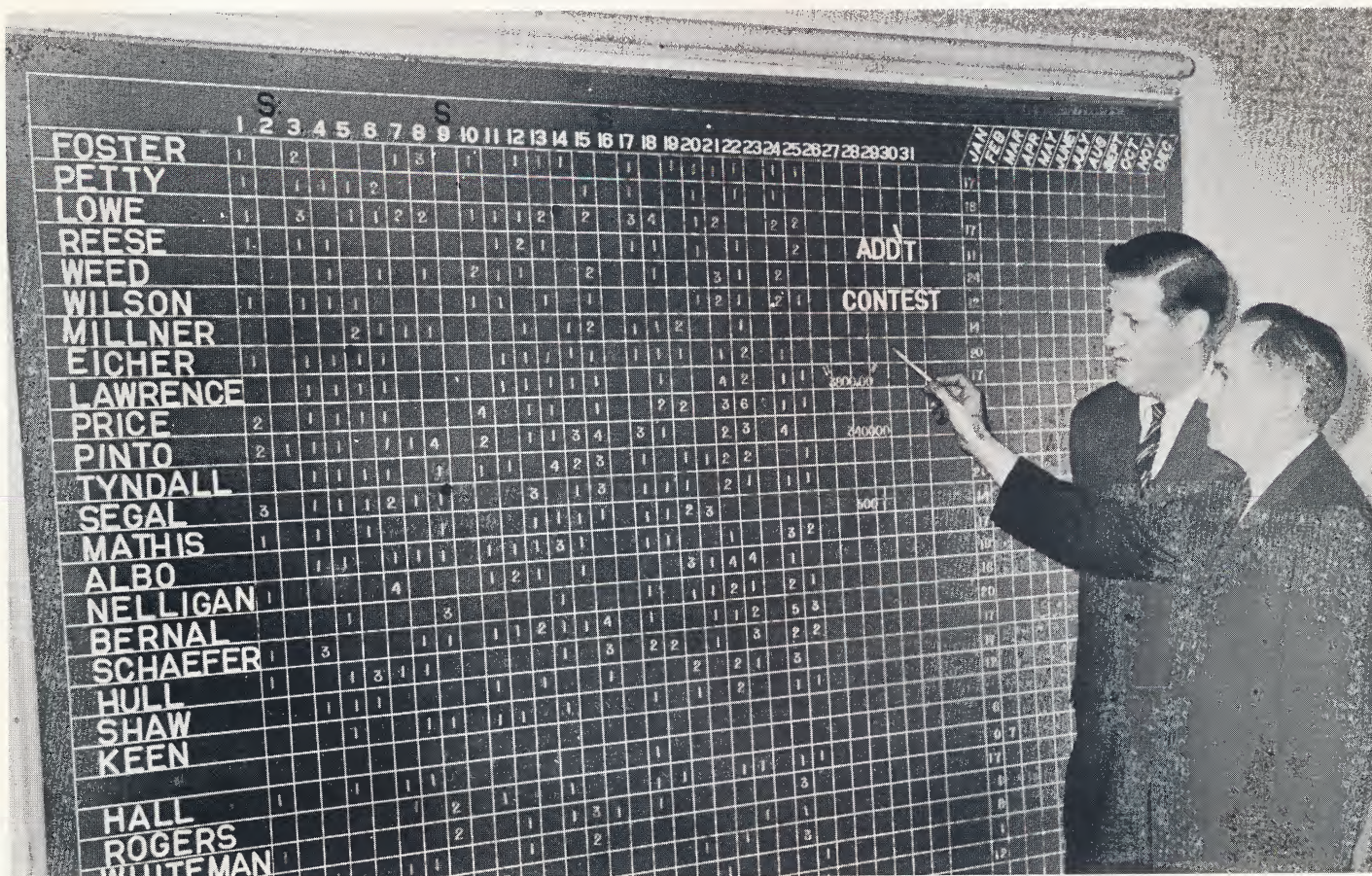
This visual control system allows complete coordination among all computer personnel. Plastic cards are removed as jobs are completed to show current picture of where they stand on the schedule. Schedule can be re-arranged by merely moving the cards. In case of lost time, estimates of required overtime are made in seconds by moving cards down to the time when processing is restarted. Rescheduling is made simpler by eliminating need for printing of new schedules and distributing them to all coordinators.

Total investment for this system was \$200.00. Two more units are now in operation at the same firm. Whatever your approach to machine scheduling, Magna-Chart can get the job done efficiently, and at a cost within your budget.

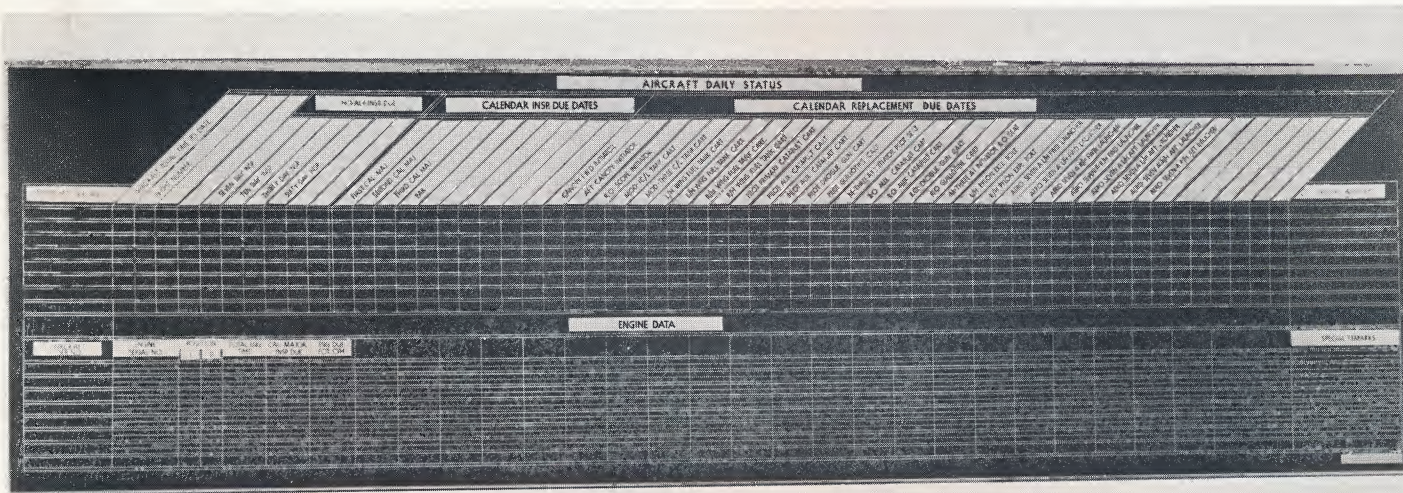


MAGNA CHART MAGNETIC CONTROL BOARDS

Factory-made boards are durable hardboard coated with L-50 Gray Compound and covered with a green chalkboard finish. Black or gray finish available on request. 10 stock sizes and custom made boards available. With or without aluminum framing. Frames have a built-in hanging support that stays neatly out of sight when installed.



Sales control board at leading automobile dealer in Arlington, Va. Magnetic letters for salesmen's names and headings. Number of cars sold by each man quickly posted with magnetic numbers. Monthly totals add incentive, as well as show results. The sales manager has a constant, up-to-the-minute picture of each man's effectiveness.



Custom made board for aircraft manufacturer in St. Louis. Eleven foot board used for showing results and current status of tests for all systems in aircraft under production. Note use of press-on lettering for custom-made title strips. Versatile Magna Ribbon can be used in this, and many other ways, to post information quickly and accurately.

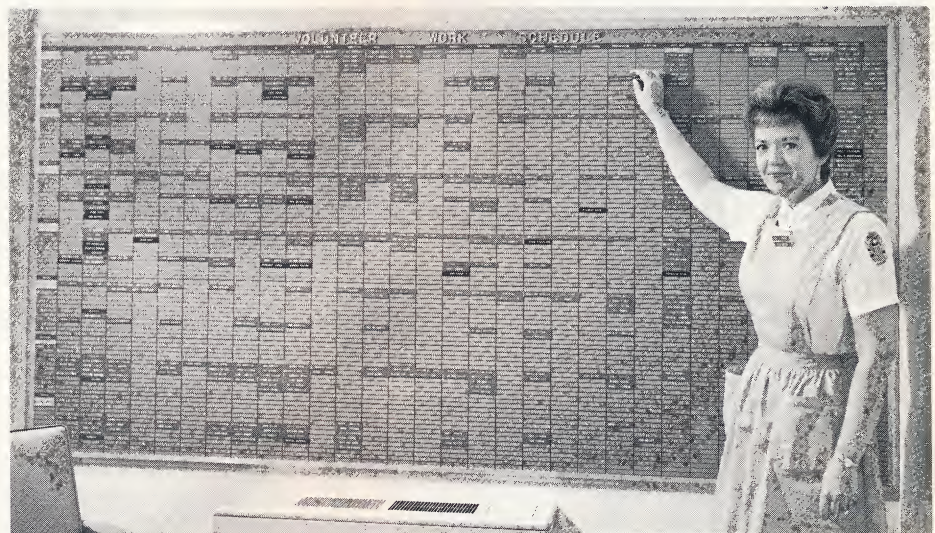


FLIGHT OPERATIONS CONTROL SYSTEM

This board shows Ozark Airlines the exact status of every plane in their system. A receptionist posts data as it comes in on a teletype by simply moving magnetic symbols. Three dispatchers control movements of all flights from the facts shown. Working with our staff, Chief Dispatcher, Wally Reavis, designed a system that has reduced work duplication — made it easier to keep flights on schedule — and given all executives a visual report on current operations. Got a BIG scheduling problem? Let Magna-Chart's experience help you too.

PERSONNEL BOARD FOR HOSPITAL

Board used on St. John's Mercy Hospital, St. Louis, to schedule assignments of 400 volunteer workers. The director makes her own movable nameplates by sticking embossed labels onto Magna Ribbon strips. The board tells workers instantly where to report — shows director where help is needed — lets her make changes by simply moving magnetic nameplates to different positions shown by column headings. This entire system costs under \$100.00. St. John's uses the same basic set-up in two other departments. The same format can work in any personnel scheduling situation.



PRICE LIST FOR MAGNETIC BOARDS

COLORS AVAILABLE — GRAY — CHALKBOARD GREEN — CHALKBOARD BLACK — PLEASE SPECIFY

UNFRAMED MAGNA-BOARDS

SIZE	PLAIN	WITH 1" GRID
18"x24"	B-3 3.00	BG-3 7.50
24"x36"	B-5 6.00	BG-5 14.50
36"x48"	B-7 12.00	BG-7 23.50
48"x72"	B-8 25.00	BG-8 42.50
48"x96"	B-9 35.00	BG-9 56.50
60"x96"	B-10 60.00	— — — —

BOARDS WITH ALUMINUM FRAME

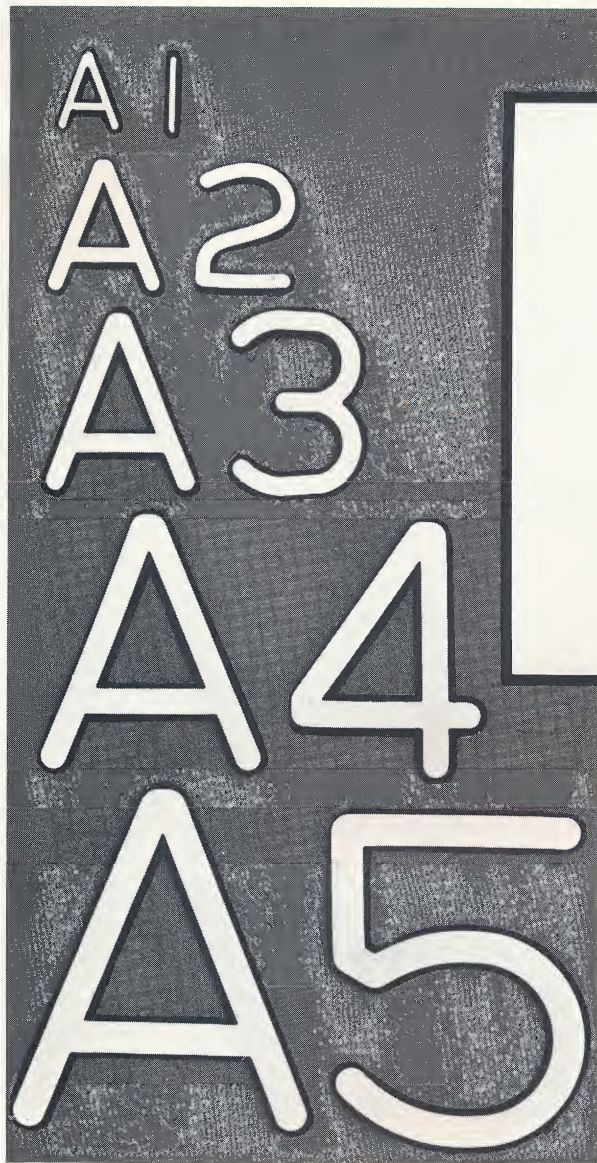
SIZE	PLAIN	WITH 1" GRID
19 1/2"x25 1/2"	BF-3 7.00	BFG-3 13.00
25 1/2"x37 1/2"	BF-5 11.00	BFG-5 19.50
37 1/2"x49 1/2"	BF-7 20.00	BFG-7 32.50
49 1/2"x73 1/2"	BF-8 35.00	BFG-8 52.50
49 1/2"x97 1/2"	BF-9 50.00	BFG-9 71.50
61 1/2"x97 1/2"	BF-10 75.00	— — — —

NOTE: Outside dimensions are listed above. Subtract 2 1/2" in each direction to find usable surface of framed boards.

SPECIAL BOARDS AND GRIDDING

Customized control systems are our specialty. We have supplied magnetic chalkboards from 12" x 12" to 8' x 20'. For a prompt quotation, please send sketch giving dimensions, column headings, and a brief description of use. If you are not sure what you need, send us a few facts about your problem. We will be glad to send you an analysis and proposal. Standard boards are finished in chalkboard green, with black grid lines. Special finishes are available for a slight extra charge.

SEE PAGES 14 AND 15 FOR MAGNA-CHART BOARD KITS



MAGNA VISUAL MAGNETIC LETTERS AND NUMBERS

These beautiful letters are molded from our unique magnetic plastic. Each letter is actually a complete, semi-flexible magnet. Characters fit snugly to any steel or magna-treated surface-cling tightly for days-months-years – the magnetism is permanent.

No lettering system is so fast and easy to change as this magnetic one. When used with our other charting accessories, these characters save time and add efficiency to any changeable chart or display.

Six bright colors available. Letters are painted on top surfaces, with charcoal sides to give striking dimension. Lasting beauty for an amazingly low cost. Sold in boxed sets as listed.

MAGNA-CHART DELUXE RACEWAY SCHEDULE BOARD

Data on this board changes daily. Magna Visual letters and numbers do the job quickly and handsomely.

BRENTWOOD MODEL RACEWAYS

RACING SCHEDULE

1/24 OPEN
MON 8 15 PM 150 LAPS
WED 7 30 PM 175
FRI 4 00 PM 225
SAT 8 30 AM 200

1/32 OPEN
TUE 9 00 PM 200 LAPS
THUR 6 30 PM 150
SUN 10 00 AM 100

SPECIAL ANNOUNCEMENTS

500 LAP HANDICAP

OCTOBER 28

10 00 AM

PRIZES PRIZES PRIZES

CURRENT POINT STANDINGS

16 YRS & OVER

1/24	1/32
JOHN WINKLER 251	DON VITALE 357
JOE CURRIE 235	DAVE JONES 343
P. KAEMMERLEN 234	VICKIE HURT 341
BERNIE BRADER 225	PHIL CADY 324
TOM MARTIN 222	MIKE NORSE 315

15 YRS & UNDER

1/24	1/32
CARL ALLEN 359	BILL SHOSS 365
BOB JOHNSON 356	GLENN SMITH 364
LEA HOLMES 354	B. WILLIAMS 355
KATHY BRENNAN 345	ANN MARGARET 352
MIKE YOUNG 333	S. HARDCASTLE 322

TRACK RECORDS

LAPS	1/24	1/32	LAPS	1/24	1/32
150	CATHY ALLEN 375	MIKE BILGERE 399	200	EILEEN WARD 377	200 DAVE FISSELL 356
200	BILL LARKIN 368	G REDINGTON 382	300	GEO SEEKER 369	300 AL DAVIS 395

PRICE LIST FOR MAGNA VISUAL LETTERS AND NUMBERS

LETTER SETS each set contains 108 characters in a scientific font:

A - 6	E - 9	I - 6	M - 3	Q - 2	U - 3	Y - 3
B - 3	F - 3	J - 3	N - 6	R - 6	V - 3	Z - 2
C - 3	G - 3	K - 3	O - 6	S - 6	W - 3	
D - 3	H - 6	L - 6	P - 3	T - 6	X - 2	

SIZE	FONT PRICE	SINGLE CHAR.	WHITE	YELLOW	RED	BLUE	GREEN	CHARCOAL
½"	4.00	.05	MA-11	MA-12	MA-13	MA-15	MA-16	MA-17
¾"	5.00	.07	MA-21	MA-22	MA-23	MA-25	MA-26	MA-27
1"	6.00	.09	MA-31	MA-32	MA-33	MA-35	MA-36	MA-37
1½"	10.00	.12	MA-41	MA-42	MA-43	MA-45	MA-46	MA-47
2"	12.00	.15	MA-51	MA-52	MA-53	MA-55	MA-56	MA-57

NUMBER SETS each set contains 108 characters in the following breakdown:

1 - 15	3 - 15	5 - 8	7 - 8	9 - 8
2 - 15	4 - 8	6 - 8	8 - 8	0 - 15

SIZE	FONT PRICE	SINGLE CHAR.	WHITE	YELLOW	RED	BLUE	GREEN	CHARCOAL
½"	4.00	.05	MN-11	MN-12	MN-13	MN-15	MN-16	MN-17
¾"	5.00	.07	MN-21	MN-22	MN-23	MN-25	MN-26	MN-27
1"	6.00	.09	MN-31	MN-32	MN-33	MN-35	MN-36	MN-37
1½"	10.00	.12	MN-41	MN-42	MN-43	MN-45	MN-46	MN-47
2"	12.00	.15	MN-51	MN-52	MN-53	MN-55	MN-56	MN-57

PUNCTUATION MARKS sold in sets containing the following:

comma (,) - 12	period (.) - 12	and (&) - 6	question (?) - 6	exclamation (!) - 6
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SIZE	FONT PRICE	SINGLE CHAR.	WHITE	YELLOW	RED	BLUE	GREEN	CHARCOAL
½"	1.00	.05	MP-11	MP-12	MP-13	MP-15	MP-16	MP-17
¾"	1.25	.07	MP-21	MP-22	MP-23	MP-25	MP-26	MP-27
1"	1.50	.09	MP-31	MP-32	MP-33	MP-35	MP-36	MP-37
1½"	2.75	.12	MP-41	MP-42	MP-43	MP-45	MP-46	MP-47

SET OF SIGNS contains 6 each of following: \$ - ¢ - % - plus - minus

SIZE	FONT PRICE	SINGLE CHAR.	WHITE	YELLOW	RED	BLUE	GREEN	CHARCOAL
½"	1.00	.05	MS-11	MS-12	MS-13	MS-15	MS-16	MS-17
¾"	1.25	.07	MS-21	MS-22	MS-23	MS-25	MS-26	MS-27
1"	1.50	.09	MS-31	MS-32	MS-33	MS-35	MS-36	MS-37
1½"	2.75	.12	MS-41	MS-42	MS-43	MS-45	MS-46	MS-47

CUSTOM MOLDED TRADE MARKS - A Unique Advertising Specialty

For a modest cost we can reproduce company trademarks or logos in our magnetic plastic, in up to two colors. These handsome, three-dimensional parts make useful business gifts. A magnetic logo will hold messages on steel desks, notes on dashboards, or shopping lists on refrigerators. For a prompt price quotation, send a copy of your trademark and the quantity desired.



MAGNA CHART SYMBOLS AND POSTING INDICATORS

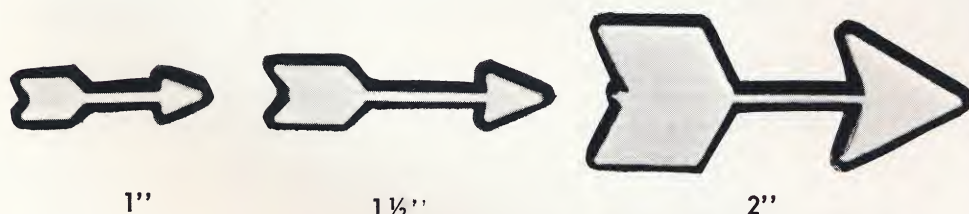
Injection molded in our permanently magnetized plastic. Standard work flow symbols offer the simplest method of charting flow of work and material. Good for programming EDP machines as changes can be made quickly and easily. Use on any steel surface. Five shapes — six colors give wide possibilities for coding of posted information on scheduling and planning boards. Sold in sets of 20.

OPERATION	SIZE	PRICE	WHITE	YELLOW	RED	GRAY	BLUE	GREEN	CHAR.
	1/2"	2.00	MI-101	MI-102	MI-103	MI-104	MI-105	MI-106	MI-107
	3/4"	2.50	MI-121	MI-122	MI-123	MI-124	MI-125	MI-126	MI-127
INSPECTION	1/2"	2.00	MI-201	MI-202	MI-203	MI-204	MI-205	MI-206	MI-207
	3/4"	2.50	MI-221	MI-222	MI-223	MI-224	MI-225	MI-226	MI-227
STORAGE	1/2"	2.00	MI-301	MI-302	MI-303	MI-304	MI-305	MI-306	MI-307
	3/4"	2.50	MI-321	MI-322	MI-323	MI-324	MI-325	MI-326	MI-327
DELAY	1/2"	2.00	MI-401	MI-402	MI-403	MI-404	MI-405	MI-406	MI-407
	3/4"	2.50	MI-421	MI-422	MI-423	MI-424	MI-425	MI-426	MI-427
TRANSPORTATION	1/2"	2.00	MI-501	MI-502	MI-503	MI-504	MI-505	MI-506	MI-507
	3/4"	2.50	MI-521	MI-522	MI-523	MI-524	MI-525	MI-526	MI-527

SEE PAGE 10 FOR MORE FLOW CHART SYMBOLS

MAGNA ARROWS 3 SIZES — SOLD IN SETS OF 20 EACH

(Shown in actual size)



Molded in flexible plastic magnet. Large size can be bent to show direction. Use to show emphasis, directional flow, up or down trends.

SIZE	WHITE	YELLOW	RED	GRAY	BLUE	GREEN	CHARCOAL	PRICE
1"	MMS-11	MMS-12	MMS-13	MMS-14	MMS-15	MMS-16	MMS-17	1.50
1 1/2"	MMS-21	MMS-22	MMS-23	MMS-24	MMS-25	MMS-26	MMS-27	2.00
2"	MMS-31	MMS-32	MMS-33	MMS-34	MMS-35	MMS-36	MMS-37	2.50

MAGNETIC CHARTING COMPONENTS

MAGNA RIBBON – COLORED MAGNETIC STRIPS – 21/2' STANDARD LENGTHS



Flexible magnetic strips available in six colors. Narrow widths for organizational charts – flow lines – PERT activity lines. Wider sizes for posting information on all types of control boards. Can be written on with marking pens and wiped clean for re-use. Damp cloth wipes clean. Gum eraser or ink eradicator takes off any stubborn ghost marks.

Use in bargraphs – maps – to hold notes on bulletin boards – emphasis lines on signs.

SIZE	PRICE	WHITE	YELLOW	RED	GRAY	BLUE	GREEN
1/8"	.35	MR1-1	MR1-2	MR1-3	MR1-4	MR1-5	MR1-6
1/4"	.55	MR2-1	MR2-2	MR2-3	MR2-4	MR2-5	MR2-6
1/2"	.75	MR4-1	MR4-2	MR4-3	MR4-4	MR4-5	MR4-6
3/4"	1.00	MR6-1	MR6-2	MR6-3	MR6-4	MR6-5	MR6-6
1"	1.30	MR8-1	MR8-2	MR8-3	MR8-4	MR8-5	MR8-6

NEW IMPROVED MAGNA CORD 2 1/2' LENGTHS

SIZE	PRICE	WHITE	YELLOW	RED	GRAY	BLUE	GREEN
1/16" x 1/16"	.25	MC-1	MC-2	MC-3	MC-4	MC-5	MC-6

MAGNA PLATES

MAGNA PLATES

Time saving way to post entire words on magnetic boards. Strip of white enamel steel with magnet back. Use magnetic letters on front or write with marking pen. For personnel charts – television sports results – titles. Sold in sets of 10, with magnets. Order letters separately.

ITEM NO.	SIZE	LETTERS PLATE WILL HOLD	PRICE
MP-10	3/4" x 6"	10 each 1/2" or 8 each 3/4"	\$2.00 per set of 10
MP-20	1" x 8"	10 each 3/4" or 8 each 1"	3.00 per set of 10

MAGNA COLUMN HEADINGS

Molded plastic magnetic parts show days, months, and 31 days in white on red or black background. For column headings on time charts or scheduling boards. Also useful for holding notes to steel surface in organized manner. Available by the set.



ITEM NO.	DESCRIPTION	PRICE
MH-13	JAN. – DEC. WHITE ON RED 1" x 2"	3.00
MH-17	JAN. – DEC. WHITE ON BLACK 1" x 2"	3.00
MH-23	SUN. – SAT. WHITE ON RED 1" x 2"	1.75
MH-27	SUN. – SAT. WHITE ON BLACK 1" x 2"	1.75
MH-31	1 THRU 31 WHITE CONDENSED NOS. 3/4"	4.00

MAGNETIC FLOW CHART SYMBOLS

SOLD IN SETS OF 20 EACH OF ONE SHAPE

SEE PAGE 8
FOR ADDITIONAL
CHART SYMBOLS

Program Modification FC-101	Input/Output FC-111	Processing FC-121	Document FC-131	Disc Drum Random Access FC-141
Keying Operation FC-151	Pre-Defined Process FC-161	Decision FC-171	Clerical Operation FC-181	Display FC-191

SYMBOLS FC-101 THRU FC-191 ARE \$3.00 PER SET OF 20

Punched Card FC-201	Perforated Tape FC-211	Online Keyboard FC-221	Terminal FC-231	Offpage Connector FC-251 Connector FC-311 SYMBOLS FC-251 & FC-311 ARE \$2.00 PER SET OF 20
Communication Link FC-241	Transmittal Tape FC-261	Magnetic Tape FC-271	SYMBOLS FC-201 THRU FC-271 ARE \$2.50 PER SET OF 20	

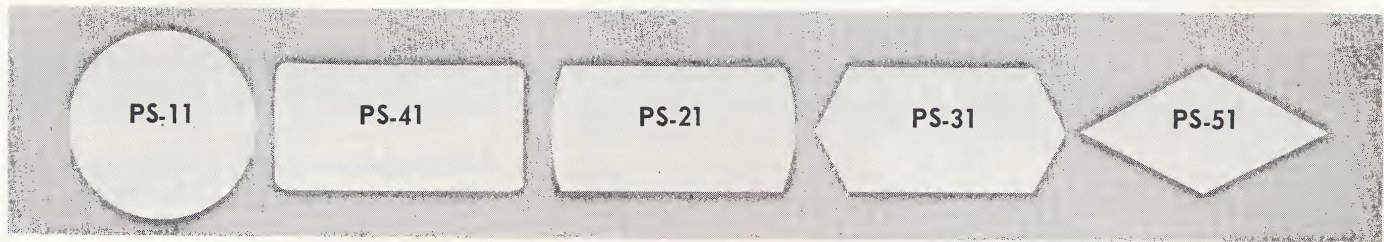
NOTE: Available in White, Yellow, Red, Gray, Blue, Green, Charcoal. Last digit indicates color. For example: FC-101 White, FC-102 Yellow, FC-103 Red, FC-104 Gray, FC-105 Blue, FC-106 Green, FC-107 Charcoal.

Save hours of costly drafting time with these magnetic programming aids. Arrange and re-arrange the flow pattern effortlessly. Eliminates time-consuming erasures and re-drafting. Finished programs can be reproduced by Xerox or photostat. Use symbols on Magna-Boards, or directly on steel panels of equipment. Magna-Chart Flow Chart Symbols, as shown, are molded to scale with the standard drawing templates. Data can be written on the surfaces and wiped clean with damp cloth. These symbols – plus a sheet of Magna-Hold Paperboard, or a small Magna-Board make a portable programming kit that can be used anywhere.

SPECIAL MAGNETIC SYMBOLS

Need a special charting symbols not shown in our standard listing? Tell us your wants. We have supplied many specials, such as those shown. Our library of molds and ideas may contain the shape you need. If not, we will promptly quote a price on the symbol you need. Special parts are not expensive in reasonable quantities. The ship indicator, for example, is only 25¢ each. Special tooling is needed for custom shapes but if you have a repetitive need for a special part, we should be able to supply it at a cost within your budget.

MAGNETIC VISUAL PLANNING SYMBOLS FOR PERT

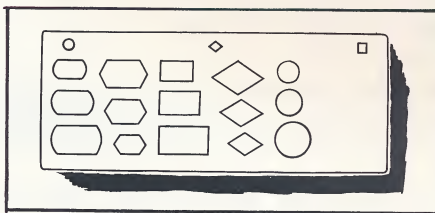


Make changes in the most complicated PERT network with a flick of the finger. These all-magnetic symbols save countless hours of expensive re-drafting or re-sticking of pressure sensitive materials. Enables you to make partial changes without disturbing the entire network. Wipe-clean writing surface for posting data, or use stick-on typing labels for detailed facts. Magnetic event symbols, plus Magna Ribbon activity lines give maximum flexibility. Widely used in the space program and aero-space industry.

PERT SYMBOLS — SOLD IN SETS OF 20 EACH — DIE-CUT FROM MAGNA RIBBON

DESCRIPTION	PRICE	WHITE	YELLOW	RED	GRAY	BLUE	GREEN	MIXED
1 7/8" Diam. Circle	\$3.50	PS-11	PS-12	PS-13	PS-14	PS-15	PS-16	PS-1M
Round Edge — 1 1/4" x 1 1/2"	\$3.50	PS-21	PS-22	PS-23	PS-24	PS-25	PS-26	PS-2M
Hexagon — 1 1/4" x 2 1/2"	\$3.50	PS-31	PS-32	PS-33	PS-34	PS-35	PS-36	PS-3M
Rectangular 1 1/4" x 2 1/2"	\$3.50	PS-41	PS-42	PS-43	PS-44	PS-45	PS-46	PS-4M
Diamond — 1 1/4" x 2 1/2"	\$3.50	PS-51	PS-52	PS-53	PS-54	PS-55	PS-56	PS-5M
Oval — (not shown) 1 1/4" x 2 1/2"	\$3.50	PS-61	PS-62	PS-63	PS-64	PS-65	PS-66	PS-6M

DO-IT-YOURSELF — CHARTING MATERIALS



PERT PRODUCTION CONTROL TEMPLATE

Use this extra heavy duty template to draw your own PERT symbols. Made of clear styrene 1/16" thick, with beveled drawing edges. Use as a guide to make magnetic symbols out of plastic posting cards or Magna Ribbon.

No. PT — 4" x 10" PERT Template — \$1.50

PLASTIC POSTING CARDS

A complete chart-making kit. Each set contains 6 big 8 1/2" x 10 1/2" sheets of rugged vinylite plastic, plus 60 magnets with adhesive back. Sheets are easily cut to shape desired. Write on the wipe-clean surface with marking pen to post data. Ideal for organization charts, space layouts, chart symbols, background color on magnetic displays (magnets hold thru plastic onto board). Make your own magnetic symbols for pennies with this colorful material.

PRICE: \$5.00 per set. Order by set number, as follows:

PC-61 White	PC-64 Blue	PC-6M Mixed
PC-62 Yellow	PC-65 Green	
PC-63 Red	PC-66 Orange	

ALLMAG MAGNETIC SHEETING — 11" WIDE

Imagine a flexible magnet 11" x 14"! Allmag sheets are sold in painted blanks 11" x 14". Ready to use for removable signs on steel surfaces or to be cut into chart symbols — large letters and numbers — or whatever you choose. The entire sheet is a permanent magnet 1/16" thick.

Item No. AM-14 — 11" x 14" Allmag Sheet Price: \$3.85 each

Colors available: White, yellow, red, blue, green — please specify

**IT'S ALL
MAGNET!**

PRACTICAL MAGNETIC AIDS FOR SCHOOL OR OFFICE

MAGNA-TAPE — MAGNETIC STRIP WITH ADHESIVE BACK

REMOVE BACKING
PAPER

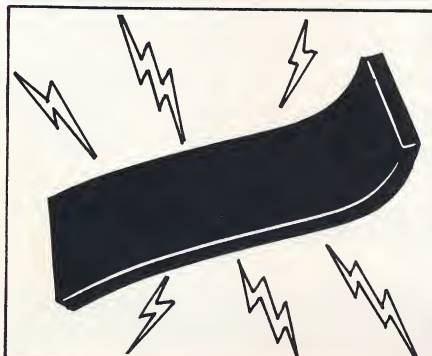


STICK ON
BACK OF
OBJECT TO
DISPLAY

Make your own "instant magnetic visual aids" by sticking a bit of Magna-tape on the back of printed matter or lightweight objects. The magnet on the back holds your display material to any steel surface, or on Magna-Boards. Use for teaching aids, sales meetings, displays, or any changeable presentation. Long strips hold pictures, calendars, etc. to steel walls. Cut to length with scissors. Holds 2 or 3 oz. per square inch.

Magna-Tape Prices	1-49'	50-249'	250'
P-220 -- 1/2" x 12", with adhesive back	.35	.32	.30
P-240 -- 1" x 12", with adhesive back	.60	.54	.48

PLAIN MAGNA-RIBBON-FLEXIBLE MAGNETIC STRIPS

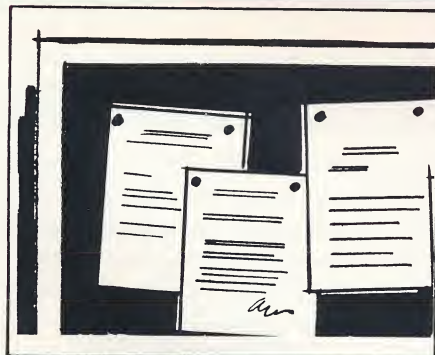


Permanent flexible plastic magnets in their natural charcoal color.

Prices per lineal foot

Stock No.	Size	1-49	50-249	250+
P-0601	1/16" x 1" x random	.50	.45	.40
P-0675	1/16" x 3/4" x random	.38	.34	.31
P-0650	1/16" x 1/2" x random	.28	.25	.22
P-0625	1/16" x 1/4" x random	.20	.18	.16
P-0611	1/16" x 11" x random	3.00	2.70	2.50

MAGNA-HOLDER BULLETIN BOARD MAGNETS

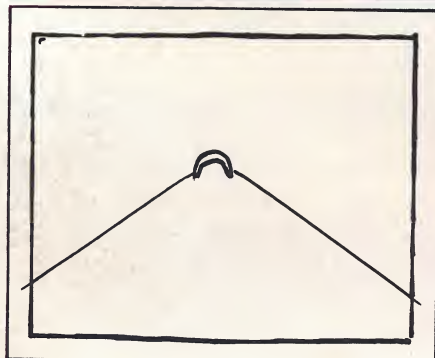


Post notes and announcements on any steel surface with these powerful ceramic magnets. Colorful steel caps give added holding power.

Choice of 4 colors — Red, Green, Black, White — Please specify on order.

Stock No.	Description	Price
F-103	5/8" Diam. small Magna-Holders	.13 ea.
P-5205	Pack of 5 small Magna-Holders	.60 pack
F-105	1 3/8" Diam. Heavy Duty Holder	.25 ea.
F-106	1 3/8" Diam. Holder, with knob	.30 ea.
F-110	1 3/8" Diam. Magnetic Cord Clip	.39 ea.

NEW MAGNA-HOLD PICTURE HANGERS



Here is the answer to the troublesome problem of how to hang picture on steel office partitions. Permanent plastic magnets with steel backing plates hold pictures firmly — will not mar or scratch surface of wall. Ready to use — place on wall — slip picture wire over hook.

Stock No.	Holding Capacity	Price
PH-2	2.5 lbs. 2" x 3"	\$.75 each
PH-5	5 lbs. 2" x 6"	1.25 each
PH-10	10 lbs. 4" x 6"	2.00 each

MAGNA-HOLD MAGNETIC PAPERBOARD

Write or draw on this sno-white board, as you would on ordinary illustration board

**BIG
30" X 40"
SHEET
FOR
ONLY
\$3.00**

Stop remaking complete charts when only a small part of the presentation has changed. Instead use Magna-Hold Paperboard with Magna-Chart visual aids — change only the portion of the chart on which facts have changed. Cut to size with scissors or paper cutter for small signs or charts — mount on heavier board to make large displays. Use thumbtacks, staples, to mount on soft surface boards — glue or tape down to hard surfaces. A sheet of Magna-Hold Paperboard converts any surface into a magnetic chart or display board. With a pen and a ruler you can make your own customized chart on this versatile material. For layout work, place a gridded sheet over Magna-Hold Paperboard — magnetic pieces hold thru the overlay sheet. Ideal for portable displays — so light can be carried on planes to sales meetings and conferences. Small cards of Magna-Hold Paperboard will hold on top of magnetic strips in a chart pattern — a useful feature for movable chart symbols, organization charts. The low cost of Magna-Hold Paperboard permits you to try several approaches to visual control problems — if you wish to make major changes in your system, you can buy a fresh new board for a fraction of the cost of other magnetic boards.

Make point-of-purchase signs -- menus in restaurants -- advertising signs in stores -- movie titles -- television spot announcement cards -- teaching aid boards for classroom use -- bulletin boards -- your own imagination will find more uses for this handy product than we could possibly list.

SPECIAL NO. MH-15 MAGNA-HOLD CHARTMAKING KIT – \$15.00

HERE IS WHAT YOU RECEIVE...

13



NO. BK-24 MAGNA-CHART BOARD KIT \$39.50 COMPLETE

25½ x 37½ Green Magnetic Chalkboard framed with 1" x 2" black gridding, equipped with 192 inches clear acetate magnetic card holders. Sets of white and orange 4-line information cards (480-7/8" x 2") 60" 3/4" Magna Ribbon — white and yellow, set of 108 3/4" condensed white letters.

Stay in command of your job — cut thru the endless maze of paperwork — with a MAGNA-CHART visual control board. Here is the modern, efficient way to set schedules, procedures, personnel, assignment, sales records, etc. — and to change them quickly and neatly.

Full-size, 25 1/2" x 37 1/2", MAGNA-CHART boards show you up-to-the-minute status of all operations. You see vital information at-a-glance — make changes quickly by simply moving magnetic data cards. No more digging thru files and frantic phoning to find the current status of projects — MAGNA-CHART keeps these important facts out in the open where all affected personnel can see them.

MAGNA-CHART is a green magnetic chalkboard, lined in 1" x 2" segments. Its handsome aluminum frame has a built-in hanging support — adds to appearance, and makes it easy to lift off the board for carrying to conferences. Set up column headings on the board with molded magnetic letters supplied in the kit. To post information, write or type on 4-line data cards — slip them into clear acetate Magna Card Holders — place on the board. Both the cards and the card holders are supplied in long lengths which can easily be cut to desired length — a unique feature that gives you unlimited flexibility in the arrangement of your chart. Colorful Magna Ribbon strips in the kit have a wipe-clean writing surface for marking pens — and can be cut into special magnetic symbols or markers.

Additional kits available :

NO. BK-18 JUNIOR MAGNA-CHART BOARD KIT

BF-3 BOARD — w/1" x 2" grid
10 each CH-12 Card Holders
1 font 3/4" white condensed letters
10 sheets DC-20 cards
2 pieces MR-6 (1 pc. MR6-1
1 pc. MR6-2)

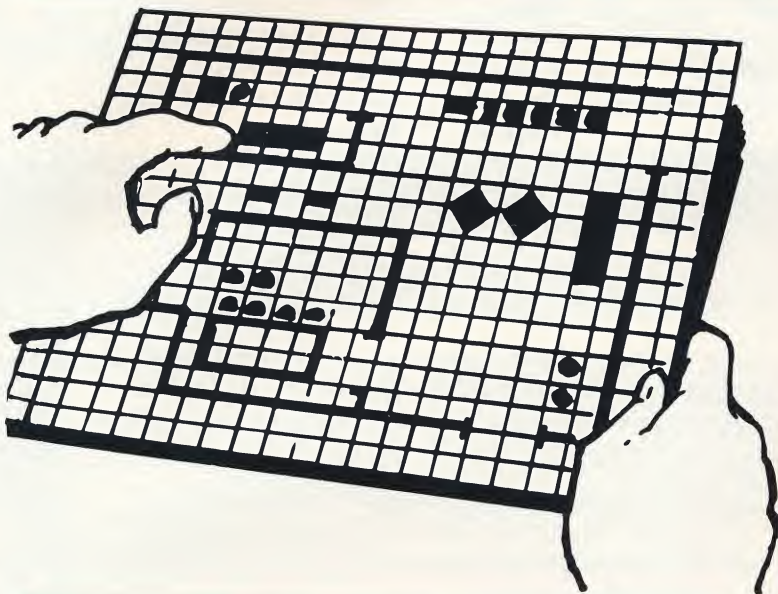
\$29.50 COMPLETE

NO. BK-36 SENIOR MAGNA-CHART BOARD KIT

BF-7 Board — w/1" x 2" grid
24 each CH-12 Card Holders
1 font 3/4" white condensed letters
20 sheets DC-20 cards
2 each MR6-1 and MR6-2

\$49.50 COMPLETE

MAGNA-CHART LAYOUT AND PLANNING KITS



Take the guess work out of plant or office planning – visualize space requirements with a MAGNA-CHART layout kit. Scale magnetic templets show you exactly how furniture and equipment will fit into a given area. Try as many different arrangements as you like without the bother of re-drawing and erasing – magnetic templets move quickly – make changes neatly – help you plan intelligently.

To outline dimensions of your rooms, use stick-on tape or Magna Ribbon strip directly on the Magna-Board – or on a sheet of grid paper laid over the Board.

Make permanent templets by cutting pieces to length from a strip of Magna Ribbon in appropriate width. Strips are supplied in widths from 1/16" to 1" – gives you common widths of furniture in 1/4" or 1/2" scale. Put data on the surface of templets with marking pen. Place templets on the layout board – start designing!

BK-19 – MAGNA-CHART LAYOUT KIT – \$22.50, 18" x 24" gridded board, 324" – 1/8" tape, and enough Magna Ribbon for 100's of templets.

MAGNA CARD HOLDERS

Type up to 4 lines of copy on paper card – Slip into acetate holder

Cut the size you need from convenient 12 inch lengths.

One size card holder to fit any size card! Clear acetate sleeves with plastic magnets on the back – open end and top permits any size to be slipped into holder – convenient 12" length lets you cut lengths desired – write or type data on cards – slip into holder – place on board – make changes by just moving to different spot on the chart board.

NO CH-12 MAGNA-CARD HOLDERS – 15/16" x 12" -- Pack of 4 -- \$3.00

MAGNA-CHART IN-AN-OUT BOARD

A neat, compact visual control board for the reception desk or telephone operator. The 9" x 12" magnetic board has columns for "In" – "9 thru 5" – "In Conference" – "Out For Day" – "Out of Town". Simply push magnetic markers into the appropriate column to show the whereabouts of 12 executives.

12 permanent magnetic name strips and indicators provided . . . 3 each of white, yellow, red, blue, for visual aid in lining up the indicator for each name. Use on desk top or wall, mount on steel walls with Magna Tape on back.

NO. BK-12 MAGNA-CHART IN-AN-OUT BOARD \$7.50

MAGNA CARDS

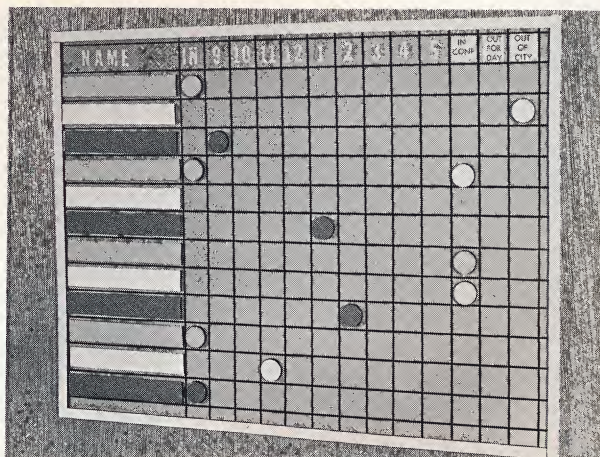
Handy sets of 8 1/2" x 11" sheets of lightweight card stock ruled for 12 strips each 7/8" x 8 1/2". Also marked off in 1" horizontal spacing so you can cut the size card you need. 480 cards 2" long, with room for 4 lines of type in each set. Per set: \$1.50 Please order by number DC-20W – White DC-20S – Orange

MAGNA-VISUAL CONDENSED LETTERS

A new type style to put more data into less space. Same all magnetic quality of famous standard Magna Visual letters. 3/4" size only.

MA-21C – 3/4" Condensed Letters -- \$5.00/set

MN-21C – 3/4" Condensed Numbers -- \$5.00/set



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ABOUT MAGNA-CHART SYSTEMS

Two interesting new products have formed the basis for Magna-Chart Systems . . . a new paint which gives any surface a steel-like quality for holding magnets, and a new plastic which can be permanently magnetized after it is formed. Working with these two products, plus a few more, we have fashioned the line of magnetic aids described in this catalog.

Visual communication can mean anything from a complex schedule for computers to a simple advertising sign. Magna-Chart is a complete system of magnetic visual aids that can be used not only for visual control boards . . . but for any of the broad range of visual communication needs in business, schools, and government. Magnetic aids are a quick, simple, neat way to display information. We believe the materials shown in this catalog offer the most complete and flexible approach to visual communication anywhere.

A Magna-Chart system is operating a five-year PERT planning network for NASA . . . and another is used for a menu board in a hospital cafeteria. A production control board used in the aero-space industry has been adapted to the development of a building project. A total list of applications would be endless. We hope that the partial list below will suggest ways in which Magna-Chart can work for you . . .

Sales control for auto dealers – exhibits – production control for advertising agencies – changeable signs – PERT and CPM networks in Aero-space industry – plant layouts – Television weather maps and sports scoreboards – construction schedules – truck line dispatcher boards – magnetic bulletin boards and chalkboards in schools – Personnel schedules in hospitals – training aids – control maps – maintenance schedules for telephone companies – computer schedules – flight scheduling for airlines – production of 35mm slides and transparencies – organization charts – order processing – inventory control – closed circuit television in military maneuvers – sales promotion aids – conference rooms – visual aids for sales meetings – status of projects – scheduling machine times – status boards in military installations – state highway departments – announcement boards – teaching aids in schools – etc. etc. etc.



MAGNA-CHART SYSTEMS

1200 N. ROCK HILL RD. — ST. LOUIS, MISSOURI 63124

Area Code 314 — WOODLAND 2-9804

DISTRIBUTED BY:



Thank you
For asking about
MAGNA-CHART SYSTEMS

Page 14 of the catalog enclosed gives a detailed description of the MAGNA-CHART BOARD KIT, about which you asked. This new management tool can provide a complete, up-to-the minute picture of your operations. It is a quality product designed for years of service.

You will like the uncomplicated way that MAGNA-CHART points out vital facts you need to get jobs done on time. The catalog picture shows one way to keep track of assignments on a monthly basis. Your own situation will suggest the best ways to set up your board. Use the handy planning guide enclosed to sketch out possible layouts of the information needed for your own visual control system.

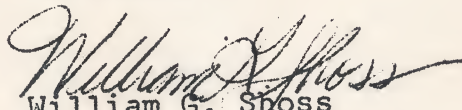
Speed and flexibility are the big advantages of MAGNA-CHART visual control systems. Changes are made quickly and neatly by simply moving magnetic cardholders or strips . . . you up-date current status, change assignments in seconds. You can even change the entire layout of the board, since all parts are magnetic . . . a considerable advantage, if your future areas of responsibilities are changed.

Knowing where you stand . . . at a glance . . . helps you to make confident decisions. This great advantage can be yours for only \$39.50 . . . the cost of a standard BK-24 Kit. Actually, MAGNA-CHART will pay you . . . in hours saved from tedious detail, and through increased accuracy in the control of your work.

May we send you an attractive assistant . . . one that will work tirelessly, without pay?

Just mail your order, today, to us, or to the MAGNA-CHART dealer in your area.

Cordially,


William G. Sposs
Vice President, Sales

WGS:mwh

Encl: MAGNA-CHART Catalog
Magnetic Cardholder

BK-766